

NPIC ROUTING SLIP

Declassified in Part - Sanitized Copy Approved for Release 2014/03/10 :
CIA-RDP78B05708A000200150011-4

FROM:

Acting DD/I

DATE:

*23 Jan.**Requires Answer*

	TO	INITIALS	DATE	FOR YOUR															
				SIGNATURE	INFORMATION	COMMENTS	CONCURRENCE	APPROVAL	ACTION	SEE REMARKS BELOW	FILE	RETURN	SEE ME						
DIR		<i>seen</i>																	
DEP/DIR																			
EXEC/DIR		✓	<i>27 Jan</i>																
ASST FOR OPS																			
ASST FOR ADMIN		<i>seen</i>																	
ASST FOR P&D																			
CH/CSD																			
CH/PSD																			
CH/PD																			
CH/TID																			
CH/PAD																			
SIO/CIA (PID)																			
SIO/ARMY																			
SIO/NAVY																			
SIO/AF																			
LO/DIA																			
LO/NSA																			

STAT-

*Answered by NPIC/D-7
(attached)*

REMARKS:

Re: Communications

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CIA-RDP78B05708A000200150011-4

(OVER)

Declassified in Part - Sanitized Copy Approved for
Release 2014/03/10 : **SI IP** | DATE **7-1-64**
CIA-RDP78B05708A000200150011-4

TO:
NPIC

ROOM NO.

6N212

BUILDING

Hqs.

REMARKS:

FROM:

O/DD/I

ROOM NO.

7E22

BUILDING

Hqs.

EXTENSION

Declassified in Part - Sanitized Copy Approved for
Release 2014/03/10 : CES FORM 36-8 ☆ GPO : 1957—O-439445 (47)
CIA-RDP78B05708A000200150011-4

EYES ONLY

21 January 1964

MEMORANDUM FOR: Intelligence Assistant Directors
Chief, Research Staff
Chief, Collection Guidance Staff
Chief, Administrative Staff
Director, National Photographic
Interpretation Center

SUBJECT : Relations with News Media and the
CIA "Image"

1. Attached is a copy of a memorandum from the Director on "Agency Relations with News Media." I believe you will want to brief your senior people on its contents.

2. To help this office prepare a response, I need your views on the implications of deliberate publicity, together with your recommendations for action. Among the ideas you might consider is permitting DDI officers who publish scholarly books, participate in various nongovernmental meetings and conferences, and so forth, to be identified with CIA.

3. Your comments should be in this office by the close of business Friday, 24 January.

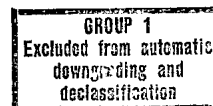


50X1

R. J. SMITH
Acting Deputy Director (Intelligence)

Attachment

SECRET
EYES ONLY



SECRET EYES ONLY

(CLASSIFICATION)

ER 66-411

CENTRAL INTELLIGENCE AGENCY

EXECUTIVE MEMORANDUM**OFFICE OF THE DIRECTOR**EXECUTIVE MEMORANDUM No. 131DATE 16 January 1964TO:

Deputy Director (Plans)

☒ Deputy Director (Intelligence)

Deputy Director (Science & Technology)

Deputy Director (Support)

~~Comptroller~~

Inspector General

General Counsel

Assistant Director for National Estimates

~~Asst Dir for Current Intelligence~~~~Chairman, Watch Committee~~~~Mr. Paul Chretien~~ROOM NO.3 C 347 E 223 E 137 D 157 D 497 D 077 E 477 E 153 E 131 F 02Copies: DDCIExecDir-Compt.

This memorandum contains information for the addressees. Addressees may give this memorandum additional circulation within their components as required. All copies should be destroyed, not filed, upon completion of circulation. A master file will be kept in the Executive Director's Office and will be available upon request.

SECRET EYES ONLY

(CLASSIFICATION)

GROUP 1
Excluded from automatic
downgrading and
declassification

SECRET**EYES ONLY**

THE DIRECTOR OF CENTRAL INTELLIGENCE

WASHINGTON 25, D.C.

16 January 1964

MEMORANDUM FOR: Executive Committee

SUBJECT : Agency Relations with News Media

1. Policy guidance concerning the handling of relations with news media will be issued from time to time by the Director or Deputy Director, and under no circumstances is to be changed or modified except by the Director or Deputy Director in written form, or orally and confirmed by implementing memorandum.
2. News media contact for background briefings are to be on a non-attributable basis and are to involve areas of discussion approved by the Director or the Deputy Director after coordination by him with the White House, Department of State, and the Department of Defense, as appropriate. Such briefings must always be conducted on an individual and never on a collective basis and with customary care to avoid disclosures with respect to intelligence information, estimates or administration policy resulting therefrom. Briefings involving attribution should be avoided at all times except under the specific authority of the Director or Deputy Director, such authority to be granted after receipt of policy guidance from the White House.
3. As a general rule, in the absence of specific instructions and coordination in accordance with paragraph 2 preceding, CIA shall make no releases on any of its estimates, analyses, or reports, whether classified or not. It is considered preferable that such releases be made, if at all, by departments or agencies other than CIA.
4. The substance of personal contacts with individuals of the press, either socially or otherwise, will be recorded in a memorandum for the record as is the Agency's present practice, and a copy forwarded to Mr. Chretien for his information.

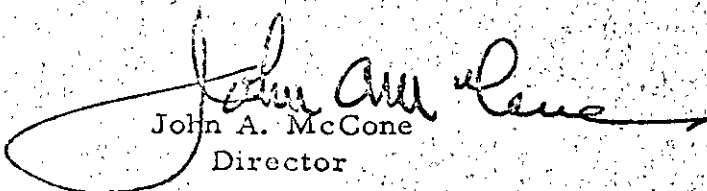
SECRET
EYES ONLY

~~SECRET~~
~~EYES ONLY~~

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5. It continues to be my desire to create an "image" of CIA which identifies the Agency with its statutory responsibility for assembling, analyzing, and evaluating all intelligence of national significance and reporting the substance of this intelligence to policy makers. This image can be conveyed by emphasizing the Agency's statutory role, as contrasted to its operational activities, in private discussions with our counterparts in Government, with members of Congress and in occasional meetings with influential members of the press or general public. It is not desirable in discussions of this character to refer to operational achievements or substantive production or to make any statements bearing or susceptible to attribution.

6. As recent publicity involving the Agency has probably had a varying impact upon different components, Deputy Directors are requested to submit to the DDCI statements which assess the implications of this publicity for their particular areas with recommendations as to what action they consider appropriate to accomplish the purpose outlined in paragraph 5.



John A. McCone
Director

~~SECRET~~
~~EYES ONLY~~